CERTIFICATE OF FACSIMILE TRANSMISSION UNDER 37 CFR § 1.8 I hereby certify that this paper (along with any paper referred to as being attached or enclosed) is being transmitted on the date indicated below via facsimile to the United States Patent and Trademark Office, Technology Group TG2100, facsimile number (702) 872-9305. Vicinity Vicinity

PATENT RECEIVED IN THE UNITED STATES PATENT AND TRADEMARK OFFICE CENTRAL FAX CENTER In re the application of: Confirmation: 4080 FEB 0 8 2005 John R. Milton Serial Number: 09/938,465 Art Unit: 2162 Filing Date: 08/23/2001 Examiner: Corrielus, Jean M. Title: SYSTEM AND METHOD FOR Docket No.: 10010979-1 TRACKING PLACEMENT AND USAGE OF CONTENT IN A PUBLICATION

RESPONSE TO OFFICE ACTION OF OCTOBER 20, 2004

Mail Stop Amendment Commissioner for Patents P.O. Box 1450 Alexandria, VA 22313-1450

Sir:

In regard to the outstanding nonfinal Office Action mailed on October 20, 2004, Applicant submits the following Response.

It is not believed that extensions of time or fees for net addition of claims are required, beyond those that may otherwise be provided for in documents accompanying this paper. However, in the event that additional extensions of time are necessary to allow consideration of this paper, such extensions are hereby petitioned under 37 C.F.R. § 1.136(a), and any fees required therefor (including fees for net addition of claims) are hereby authorized to be charged to Deposit Account No. 08-2025.